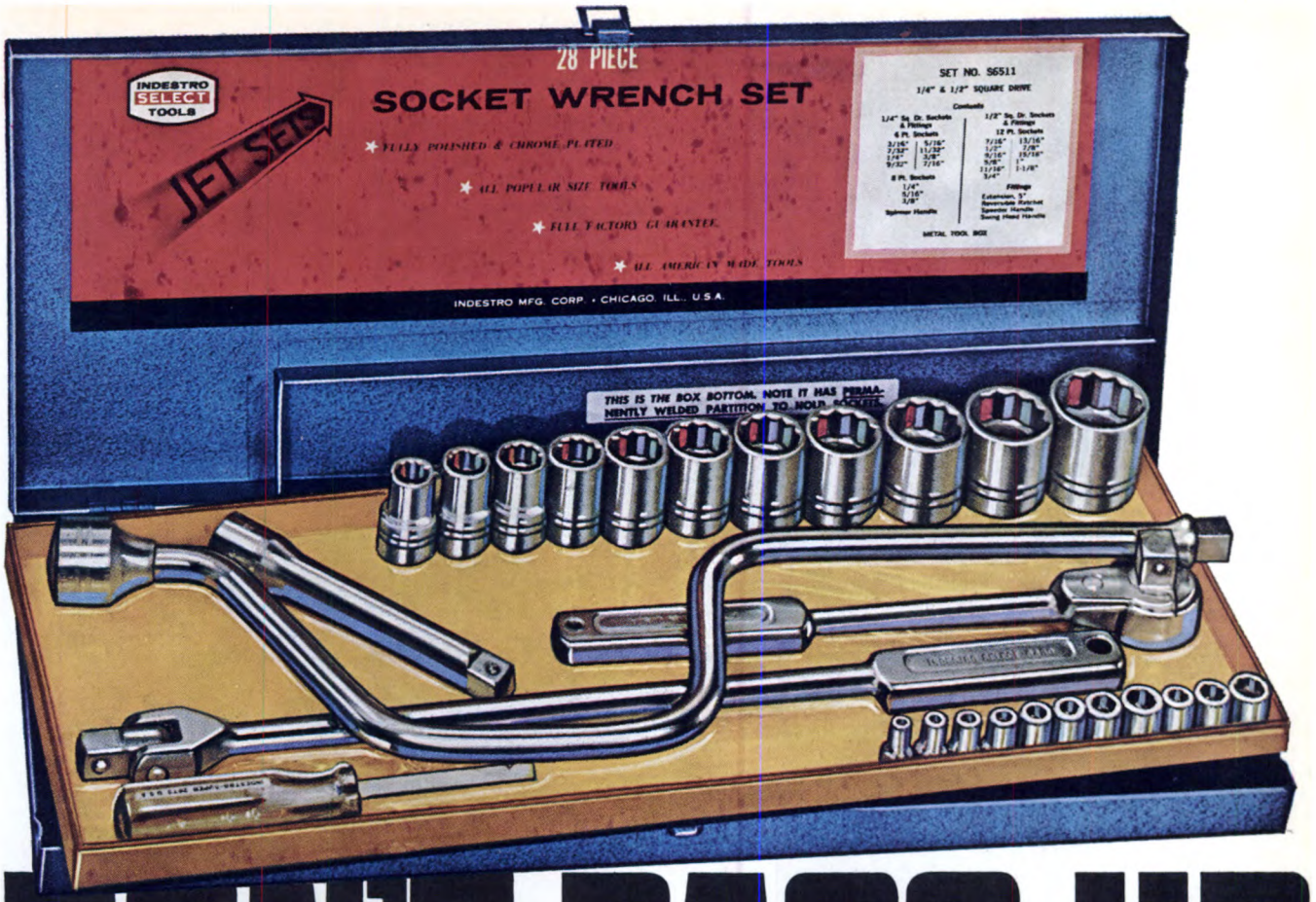

28 PIECE
SOCKET WRENCH SET
INDESTRO SELECT TOOLS
JET SETS
* FULLY POLISHED & CHROME PLATED
* ALL POPULAR SIZE TOOLS
* FULL FACTORY GUARANTEE
* ALL AMERICAN MADE TOOLS
SET NO. S6511
1/4" & 1/2" SQUARE DRIVE
INDESTRO MFG. CORP. • CHICAGO, ILL., U.S.A.
THIS IS THE BOX BOTTOM. NOTE IT HAS PERMANENTLY WELDED PARTITION TO HOLD SOCKETS

DON'T PASS UP

INDESTRO'S NEWEST HAND TOOL DEAL!

JET SOCKET SETS

programmed for volume selling and volume profits.

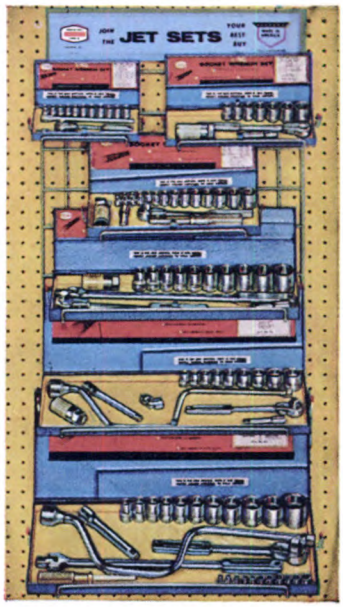
Millions of hand tool sets are sold each year! Millions more are not! Incongruous? No sir! Every man and boy wants his own socket set. These unsold millions have been deterred from gratifying a wish, by price and price alone! Now, Indestro's newest entry into the hand tool market erases the last bit of resistance to hand tool sales. The new JET SOCKET SETS have been designed for the budget buyer . . . the shopper . . . yet there's no stinting on quality. They're built to take it—to last—to perform . . . AND are priced lower than any comparable hand tools on the market today!

If you've wondered whether the wall or counter space devoted to hand tools is paying off—stop worrying. JET SETS will convince you they can justify their space allotment many times over again. On a return per square foot JET SET volume is unequaled.

When you handle JET SETS you're not pushing an off brand either. You're selling an accepted name—INDESTRO. A valued name. A respected brand.

Smartly designed counter and wall displays encourage "shoppers" to buy. Each set is skin packed, too—keeps them fresh and clean, pilfer-proof.

Contact your local hardware wholesaler—get the prices, the facts, on these* JET SETS. *You'll be amazed at the value, the profit potential they offer. Or, if you prefer, write us direct—we'll show you why* JET SETS *should be included in your merchandising set-up.



INDESTRO TOOLS FOR SERVICE

Maintain America for the Future
Buy American Made Hand Tools

See these Jet Sets plus the full line of promotional sets at the Housewares Show — in Chicago — Booth E-814

INDESTRO MANUFACTURING CORP.
2651 N. Kildare Ave., Chicago, Ill. 60639

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SINK YOUR TEETH

INTO THIS REVOLUTIONARY NEW HAND TOOL MERCHANDISING IDEA!

. . . Your MOLARS MIGHT SMART A BIT . . . *but it's worth it!*

When we first introduced these new socket sets, we said, "A big change in hand tool merchandising is here" and "You'll sell more M.P.I. sets than any other!" This was not just a proud boast to make a sale. Dealers who have gone all the way with Indestro are pleased as punch with their decision. They're grinning all the way to the bank. They made a wise choice and it's paying off in greater recognition, increased sales. The profit comes along automatically.

These M.P.I. sets (the initials stand for Molded Plastic Insert) are altering the accepted hand tool merchandising concepts. They're new, excitingly different with the built-in appeal of color PLUS a uniquely designed package idea offering a "nest" for every socket and fitting in the set—with size identification printed clearly beneath each socket.

Now, add the super quality of Indestro—at the best consumer price—and you have a cluster of sales benefits that can turn your hand tool sales in just one direction—up!

Sink your teeth into our new hand tool program. You'll see why Indestro dealers everywhere have translated our trademark—M.P.I.—into "More Profit In" hand tool selling.

A full line of sets—attractively displayed

The Indestro Super line consists of ¼", ⅜" and ½" square drive sets with 13, 16, 10, 14, 19 and 23 piece combinations. Each has a transparent plastic cover to keep tools clean and protected when on display. Compact wire racks, containing 4 and 6 sets, are ideal for displaying units on a wall, or counter. The color in the sets and in the displays encourages customers to see, touch and buy.

Get the facts . . .

Full color catalog pages are yours for the asking. They'll provide you with full details and specifications. Write for them—now.

INDESTRO TOOLS FOR SERVICE

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Buy American Made Hand Tools

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the HOT BUTTON!

M.P.I.

to BIGGER more PROFITABLE hand tool sales!

New INDESTRO hand tool PROGRAM . . . beats 'em all!

Imagination, creativity, sound merchandising are all tied in with this unique packaging idea from INDESTRO. MPI is short for MOLDED PLASTIC INSERT. A packaging innovation that has injected new life, new impetus to hand tool selling. The consumer response (in actual purchases) has been phenomenal. Here's why:

FIRST, the package. It's a colorful tool nest with a handy recess for every socket and fitting in the set, with size identification clearly printed beneath each unit.

SECOND, the tools. INDESTRO quality is unquestioned in the hardware industry. Tool for tool there isn't anything on the market that's better, and the price tag is lower than any comparable brand.

THIRD, the program. INDESTRO hand tools are offered in a well rounded program that gives the dealer every sale and profit incentive he's been looking for. Check these HOT BUTTONS: (1) Higher gross profit (2) Liberal discount (3) Incentive payment (4) Special bonus (5) Tool assortment benefits (6) Kick-off extras (7) Unique payment plan (8) Generous freight and drop ship policy . . . and there's more!

Surely, there are enough "reasons why" you too should investigate the INDESTRO hand tool PROGRAM. Contact your wholesaler for the facts. Or, write us direct. We'll send you our hand tool HOT BUTTON to sales.

1869 – 1969 KEEN KUTTER 100TH ANNIVERSARY

A full line attractively displayed

Indestro Super is available in ¼", ⅜" and ½" square drives in 10, 13, 14, 16, 19 and 23 piece sets. Transparent plastic cover keeps tools clean and protected while on display. Compact wire racks, with 4 or 6 sets ideal for displaying on a wall or counter.

INDESTRO TOOLS FOR SERVICE

Maintain America for the Future Buy American Made Hand Tools

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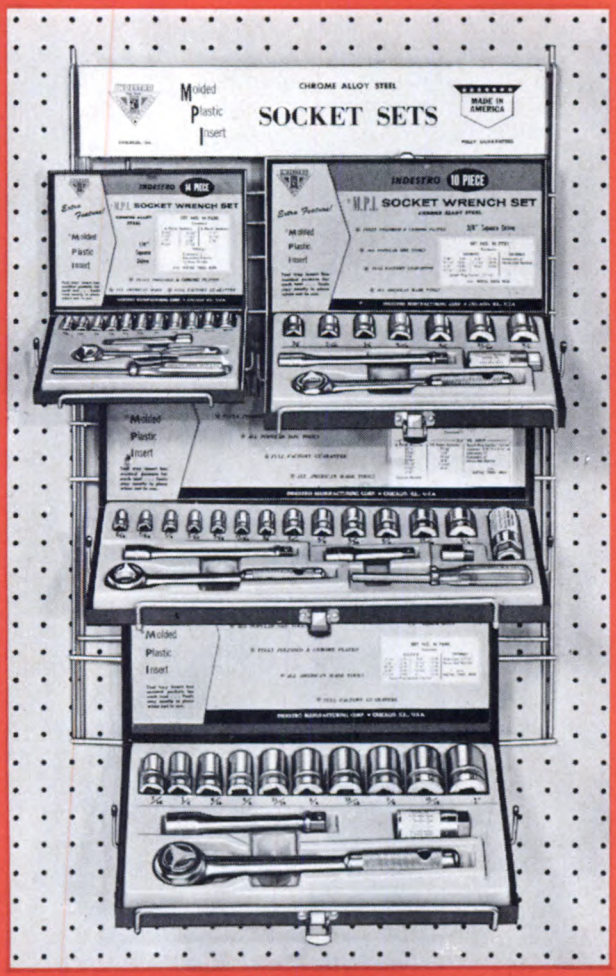
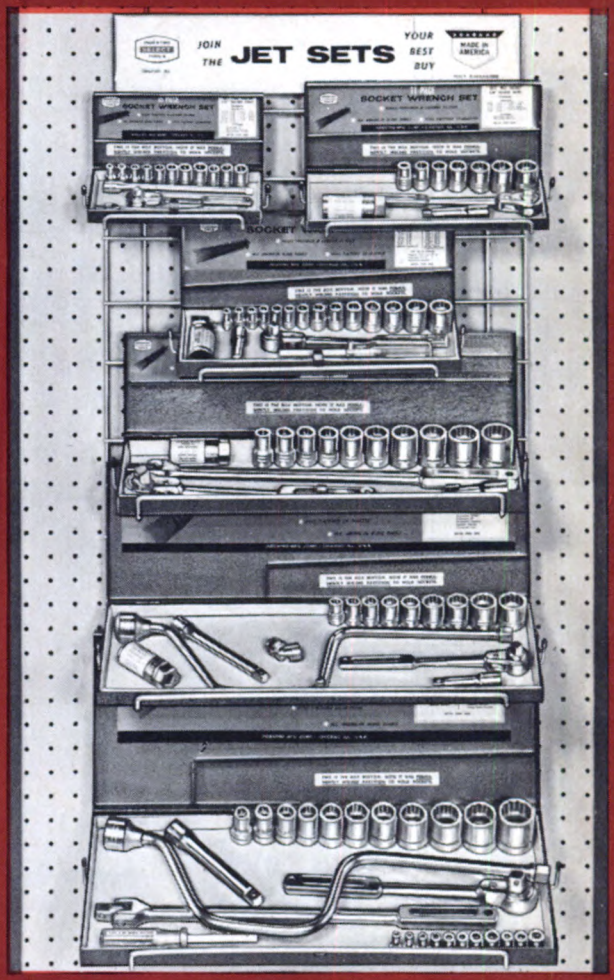
SHOW 'N SELL...

UP OR DOWN WITH A GENEROUS PROFIT — EITHER WAY!



M.P.I. SOCKET SETS *with colorful MOLDED PLASTIC INSERT — a prime selling attraction. A new packaging idea that gives every socket and fitting its own handy nest. Tools stay in place — easy to find and replace. Also has sizes imprinted beneath each socket. INDESTRO MPI SUPER is regarded as the finest quality at the best price. Available in 6 sizes from 10 thru 23 piece combinations in ⅜", ¼" and ½" square drive. Transparent cover keeps tools clean.*



JET SOCKET SETS *excellent for promotions— with a pleasing price that's lower than any other comparable sets. Can be used as a low price leader without sacrificing your profit. Designed for the budget buyer without any stinting on quality. Built to last. Available in 8 sizes from 11 through 28 pieces — in ⅜", ¼" and ½" square drive combinations. Sets are skin packed — they stay fresh, clean, pilfer proof.*

It's an established fact, the socket set market today is HOT! The demand for socket wrench sets is on the upswing **and keeps growing!** As a consequence, selling them becomes basically simple. The trick is to place 'em where the traffic can see 'em. Put an inviting display on a wall, counter or gondola end — offering variety, sizes, prices — and you've got yourself a socket set department that will work effectively every day—all day—without any help from you.

Of course the above is true IF your selection is INDESTRO tools on either one (or both) of the INDESTRO displays shown above.

A boast? Sure, but backed up with fact! The INDESTRO brand name magic plus an INDESTRO "rated" display have been PROVEN as the best in the hardware field when judged on assortment, arrangement, saleability and price.

INDESTRO can SHOW you how to merchandise socket sets — the SELL is automatic. Ask for the full color fact sheets on both. You'll have the option of selling UP (MPI) or DOWN (Jets) — profiting all the way. Whichever you choose — you'll be right.

INDESTRO

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